CLAIMS

 An eyeglass frame holder comprising: at least one vertical post;

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at least one supporting member for supporting an eyeglass frame comprising two glass retaining portions joined by a bridge portion, said at least one supporting member being connected to one of said at least one vertical post so as to project horizontally from it and being shaped and sized to fit into and support the bridge portion of the eyeglass frame; and

a pair of retaining pins symmetrically mounted onto each of said at least one supporting member at a short distance from said at least one vertical post, said retaining pins extending coaxially in an horizontal direction perpendicular to the vertical post so as to come into contact and hold the glass retaining portions on both sides of the bridge portion below the same where the eyeglass frame is positioned onto said at least one supporting member, thereby allowing the eyeglass frame to be held onto the holder with its glass retaining portions extending in a substantially vertical plane.

2. The eyeglass frame holder as claimed in claim 1, wherein said supporting member comprises:

a main body with an upper surface acting as a support for the bridge portion of the eyeglass frame,

a pin holder to which both of said retaining pins are attached, said pin holder being slidably mounted onto said main body so as to be adjustably positionable at a requested distance from said at least one vertical post; and

means for holding the pin holder onto the main body at the requested distance once it has been positioned at said requested distance.

3. The eyeglass frame holder as claimed in claim 2, wherein said means for holding the pin holder to the main body at the requested distance comprises a screw to set the main body and a compression spring mounted on said screw.

- 4. The eyeglass frame holder as claimed in claim 3, wherein each of said retaining pins is covered with a soft tubing so as to prevent both slippage and damage to the adjacent glass retaining portion.
- 5 5. The eyeglass frame holder as claimed in claim 4, wherein said soft tubing is of adjustable diameter so as to fit eyeglass frames of different size and shape.
- 6. The eyeglass frame holder as claimed in claim 3 wherein said at least one supporting member has one end provided with a "U" shaped groove sized to fit onto said vertical post.
- 7. The eyeglass frame holder as claimed in claim 6, wherein said at least one supporting member is connected to said at least one vertical post by a screw.
 - 8. The eyeglass frame holder as claimed in claim 6, wherein said at least one supporting member is made of a transparent plastic material.
- 20 9. The eyeglass frame holder as claimed in claim 3, which, further comprises a locking means so as to keep the eyeglasses secure from any attempt of theft, said locking means comprising:

at least one movable plate slidably connected to said at least one vertical post and projecting perpendicularly from it, said at least one movable plate being provided with a locking post extending above an adjacent one of said at least one supporting member; and

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actuating means to move said at least one movable plate up and down, whereby said locking means is in a locked position when said at least one movable plate is lowered and said locking post comes into contact with said main body of the at least one supporting member, thereby securing the eyeglasses frame.

10. The eyeglass frame holder as claimed in claim 9, wherein said actuating means comprises:

a vertical rod for moving said at least one movable plate up and down, said vertical rod being parallel to said at least one vertical post; and

- means for lifting said vertical bar up and down.
- 11. The eyeglass frame holder as claimed in claim 10, wherein said lifting means is mechanical.
- 10 12. The eyeglass frame holder as claimed in claim 10, wherein said lifting means is electrical.
 - 13. The eyeglass frame holder as claimed in claim 10, wherein said lifting means is hydraulic.

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- 14. The eyeglass frame holder as claimed in claim 10, further comprising: control means for controlling the activation of said actuating means.
- 15. The eyeglass frame holder as claimed in claim 1, which further comprises a locking means so as to keep the eyeglasses secure from any attempt of theft, said locking means comprising:

at least one movable plate slidably connected to said at least one vertical post and projecting perpendicularly from it, said at least one movable plate being provided with a locking post extending above an adjacent one of said at least one supporting member; and

actuating means to move said at least one movable plate up and down, whereby said locking means is in a locked position when said at least one movable plate is lowered and said locking post comes into contact with said main body of the at least one supporting member, thereby securing the eyeglasses frame.

- 16. The eyeglass frame holder as claimed in claim 15, wherein: of each said retaining pins is covered with a soft tubing so as to prevent both slippage and damage to the adjacent glass retaining portion; and said soft tubing is of adjustable diameter so as to fit eyeglass frames of different size and shape.
 - 17. The eyeglass frame holder as claimed in claim 16, wherein: said at least one supporting member has one end provided with a "U" shaped groove sized to fit onto said vertical post; and
- said at least one supporting member is connected to said at least one vertical post by a screw.
 - 18. The eyeglass frame holder as claimed in claim 3, comprising from 2 to 15 of said at least one supporting member on each of said at least vertical post, all of said supporting members being spaced from one another on said at least one vertical post so as to form a display.
 - 19. The eyeglass frame holder as claimed in claim 18, comprising from 2 to 10 of said at least one vertical post, all of said posts being mounted onto a common base in a spaced apart position so as to form a display.
 - 20. The eyeglass frame holder as claimed in claim 15, comprising:

from 2 to 15 of said at least one supporting member on each of said at least vertical post, all of said supporting members being spaced from one another on said at least one vertical post so as to form a display, and

from 2 to 10 of said at least one vertical post, all of said posts being mounted onto a common base in a spaced apart position so as to form a display.

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